

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

AMEMBASSY THE HAGUE

INFO AMCONSUL ANTWERP

AMCONSUL ROTTERDAM

AMEMBASSY BONN

AMCONSUL AMSTERDAM

AMEMBASSY LUXEMBOURG

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E.O. 11652: N/A

TAGS: BEXP, BE, NL

SUBJECT:FY 1976 COUNTRY COMMERCIAL PROGRAM 4TH QUARTER
PROGRESS REPORT

REF: (A) BRUSSELS 6975, 15 JULY 1976; (B) THE HAGUE 3779,
13 JULY 1976

1. ON FRIDAY, AUGUST 6, THE WASHINGTON COMMERCIAL ACTION
GROUP (WCAG) CONVENED TO DISCUSS THE FOURTH QUARTER PRO-
GRESS REPORTS OF THE FY 1976 COUNTRY COMMERCIAL PROGRAMS
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(CCP) FOR BELGIUM AND THE NETHERLANDS, SUBMITTED BY THE

RESPECTIVE EMBASSY ACTION GROUPS (EAG). THE WCAG CONSISTED OF REPRESENTATIVES FROM COMMERCE DEPARTMENT (OIM, OED, USTS), STATE DEPARTMENT (EUR, OCA) AND USIA.

2. WCAG PLEASED WITH COOPERATION AMONG BENELUX POSTS, AS EXEMPLIFIED BY SUCCESSFUL "FOLLOW-ON" EXHIBIT OF PETROLEUM TECHNOLOGY EQUIPMENT AND BY "MINI COMMERCIAL CONFERENCE" PROPOSED IN LUXEMPOURG THIS FALL TO DISCUSS OPERATION OF NEW USDOC/OIM INTERNATIONAL TRADE PROMOTION FACILITY IN COLOGNE, GERMANY.

3. REGARDING THE HAGUE'S COMMENT THAT SEVERAL ARTICLES WERE NOT PLACED IN TRADE PRESS DUE TO LACK OF APPROPRIATE MATERIAL OR AN ARTICLE NOT RECEIVED, USIA WISHES TO CALL POSTS ATTENTION TO WIRELESS FILE RECEIVED AT EACH EMBASSY WHERE RELEVANT MATERIAL FREQUENTLY CAN BE FOUND. FOR EXAMPLE, A PREVIEW ON THE MILAN TC COMPUTER EXHIBITION WAS TRANSMITTED ON THE WIRELESS, AS WAS AN ARTICLE ON THE TULSA INTERNATIONAL PETROLEUM EXHIBITION. IN CASES WHERE THERE IS NO ARTICLE ON THE WIRELESS, THE POST IS ENCOURAGED TO CONTACT THE PAO AND TO COME IN WITH AN AD HOC REQUEST TO USIA FOR AN ARTICLE. USIA ACTION OFFICER IS GEORGE HALABY. WASHINGTON COORDINATION WILL BE DEVELOPED FOR FY 1977 CCP'S.

4. WCAG CONCURS WITH PREVIOUS RECOMMENDATION BY THE HAGUE NOT TO PROMOTE USTC EXHIBITIONS IN STOCKHOLM AND MILAN DUE TO MINIMAL LIKELIHOOD OF ATTENDANCE BY BENELUX BUSINESSMEN. ACTIVITY ON BEHALF OF SUCH SHOWS SHOULD BE CONFINED TO ANNOUNCEMENT IN EMBASSY COMMERCIAL NEWSLETTER.

5. WCAG GRATIFIED BY INITIATIVE SHOWN BY EMBASSY BRUSSELS TO UNDERTAKE THREE "GESPREKSDAGEN" OR "JOURNEES DE CONTACT." ALSO PLEASED WITH SIMILAR TYPE OF EVENT CALLED "BUSINESS DEVELOPMENT DAY" UNDERTAKEN BY AMGONGEN ROTTERDAM IN PROVINCE OF LIMBURG DURING MAY. THESE EVENTS APPEAR TO BE EXCELLENT MEANS FOR ESTABLISHING CONTACTS WITH LOCAL BUSINESS COMMUNITY AND TO INFORM COMPANIES OF SERVICES OFFERED BY THE POSTS. WCAG LOOKING FORWARD UNCLASSIFIED

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TO ADDITIONAL SUCH EVENTS IN FUTURE. HOWEVER, IN REPORTING MESSAGES IT WOULD BE APPRECIATED IF POSTS WOULD INDICATE DEGREE OF SUCCESS, FOR EXAMPLE, IN TERMS OF NUMBER OF ATTENDEES, SALES LEADS GENERATED, TRADE OPPORTUNITIES SUBMITTED, LICENSING OR REVERSE INVESTMENT OPPORTUNITIES, ETC.

6. DATA BEING REPORTED BY EMBASSY BRUSSELS ON SPECIAL

LARGE PRODUCT/EQUIPMENT OPPORTUNITIES ARE MOST USEFUL TO USDOC OFFICE OF EXPORT DEVELOPMENT AND CONTINUATION OF THIS TYPE REPORTING ENCOURAGED.

7. USTS REPRESENTATIVE NOTED IMPROVEMENT IN VISIT USA ACTIVITIES UNDERTAKEN BY EMBASSY BRUSSELS AND GOOD COOPERATION WITH USIS FOR ARTICLE PLACEMENT IN BELGIAN MEDIA.

8. WCAG AWARE OF PROBLEMS ENCOUNTERED IN BELGIUM IN RECRUITING DEPARTMENT STORE PARTICIPATION FOR IN-STORE PROMOTIONS. HOWEVER, WCAG ENCOURAGED BY CONSUMER GOODS EVENTS UTILIZING AMERICAN THEME HELD IN SHOPPING ARCADES IN FOUR BELGIAN CITIES. USDOC/OIM EXPERIENCE HAS SHOWN THAT GOOD RESULTS CAN BE ACHIEVED WHEN FACTS OF COMPETITIVENESS AND DESIRABILITY OF U.S. CONSUMER GOODS ARE PRESENTED IN DISCUSSIONS WITH RETAIL INSTITUTIONS. CHARLES JOHNSON, USDOC/OIM/SAD, WILL BE IN AMSTERDAM SEPTEMBER 22-25, 1976 TO DISCUSS IN-STORE PROMOTION PROGRAM. HE WILL TELEPHONE COMMERCIAL ATTACHE BRUSSELS DURING VISIT IN ORDER TO ASSIST IN DEVELOPING A MORE VIABLE IN-STORE PROMOTION PROGRAM IN BELGIUM.

9. FY 1977 COUNTRY COMMERCIAL PROGRAMS FOR BELGIUM AND NETHERLANDS FORWARDED TO PRINTER. COPIES WILL BE SENT TO RESPECTIVE POSTS AS SOON AS AVAILABLE. KISSINGER

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